

# Schoharie County Planning & Development Agency

## Request for Proposals For Tourism Partnership Firm

Release Date: June 3, 2013  
Deadline for Submission:  
4:00 pm June 24, 2013

## **OVERALL DESCRIPTION**

Schoharie County is seeking professional consultant services and desires to contract with a Tourism Partnership Agency that will contract with the Schoharie County Planning and Development Agency (Tourism Promotion Agency (TPA) for Schoharie County). The Tourism Partnership Agency would work with the TPA and the Advertising Agency of Record (AOR) to ensure promotion efforts are maximized. The Tourism Partnership Agency would maintain information about tourism related properties and events in the county, reply to tourism inquiries, maintain the calendar of events, attend regional and local meetings, prepare reports, attend consumer shows and other tasks related to Tourism and Promotion that may include greeting the public, operation of a welcome center, or organizing photo shoots. The RFP is available at [www.schohariecounty-ny.gov/CountyWebSite/Planning/planningservices.html](http://www.schohariecounty-ny.gov/CountyWebSite/Planning/planningservices.html) Proposals are due by 4:00 pm on Monday, June 24, 2013 to Alicia A. Terry, Director, Schoharie County Planning and Development Agency, 276 Main Street, PO Box 396, Schoharie, NY 12157-0396.

Recognizing the diversity of services and products required, and the understanding that a single firm may not have sufficient expertise to provide all of the above-mentioned services, the Schoharie County Planning & Development Agency will consider and accept proposals from a Lead Firm capable of providing services in all of the categories identified or through sub-contracts with other firms.

Respondents have extensive experience, preferably marketing destinations, with a proven track record of demonstrated results.

## **TOURISM OVERVIEW**

The Schoharie County Tourism Functions may include

- Prepare Annual Marketing Plan and Budget
- Distribute Advertising Materials Locally/Regionally
- Attend Consumer and Group Travel Tradeshows
- Implement Strategic Campaigns
- Develop Advertising Materials for Web, Video, Print, Radio
- Host/Manage/Update Websites, directly and through tourism partnerships
- Develop Press Releases and Host Familiarization Tours for travel writers
- Members of Central NY Region
- Represent Schoharie County at State and Regional Tourism Functions
- Welcome Center Operations - 7 days a week Memorial Day thru Columbus Day

### **Positioning**

In 2009, Schoharie County initiated an Occupancy Tax to provide a regular funding stream for Tourism Promotion. With that resource, the County assumed the role of TPA, and has utilized studies previously undertaken by the Schoharie County Chamber of Commerce to develop a marketing plan. These resource materials would be available to the Tourism Partnership Agency. The County is part of the Central NY Region (CNY

Just Go). The County's advertising (print, radio and television) and brochure distribution has focused on the Capital District, Hudson Valley, Berkshires, and Metropolitan New York areas.

### **Branding**

Schoharie County currently uses a rotation of several seasonally themed ads, with "Something Unexpected" as the by line.

### **Website**

The internet is the number one resource for travel information. As such, it is imperative that the Schoharie County Tourism Website is the primary ambassador for travel information. It is the expectation that the Tourism Partnership Agency will partner with Planning and Development staff and the Agency of Record to strategically promote the Website for Schoharie County Tourism, [www.upstatevacations.com](http://www.upstatevacations.com).

### **Scope of Work**

The Tourism Partnership Agency will be responsible for responding to all Tourism Promotion Agency inquiries, assisting in the promotion of Schoharie County, assisting with the creation and distribution of communications of the TPA, assisting as a liaison with local businesses, tourism properties, and community groups, and administering and coordinating special projects with the TPA as directed.

#### *Activities may include:*

1. Respond to all tourism and department related inquiries received in the TPA.

##### Main Activities

- Ensure that all phone, email, in-person, and other inquiries are responded to in a timely and professional manner
- Record and monitor all inquiries into the department database and provide reporting when required

2. Assist with the promotion of Schoharie County.

##### Main Activities

- Assist in the preparation of promotional materials for conferences, tradeshow, and events
- Attend conferences, tradeshow, and events on an as required basis with the discretion of the TPA.
- Work with Regional Boards and Business Associations for the promotion of Schoharie County.

3. Assist with the creation and distribution of communications of the TPA

##### Main Activities

- Prepare and distribute newsletters, updates, mailings, and letters as required
- Maintain up to date information on the [www.upstatevacations.com](http://www.upstatevacations.com) website, particularly the calendar of events.
- Oversee the County's Welcome center when in operation.
- Assist the Agency of Record with information gathering for use in communications about Schoharie County.

4. Administer and coordinate special projects under the discretion of the TPA

## Main Activities

- Monitor and maintain an organized inventory of all Schoharie County related collateral and promotional material
- Assist with other projects where necessary

## Future Projects

County would anticipate partnering with the selected the Tourism Partnership Agency and the Agency of Record on additional opportunities that may include:

### Public Relations

For example: development of a Media Kit, management of media lists/monitoring services, writing and dissemination press through media contacts and the county's e-newsletter, outreach/hosting of travel writers for familiarization tours and development of a communications plan.

### Online Marketing Activities

For example: email marketing, pay-per click/SEM, behavioral campaigns.

### Social Marketing

For example: set up and management of Facebook/Twitter accounts, and blogs.

### Collateral

For example: development of updated Travel Guides, County brochures/maps/rack cards, group travel materials.

### Tradeshow

For example: development of tradeshow display/graphics

### Advertising

For example: development of print, transit, outdoor and/or radio campaigns.

## Measurement/Results

Recognizing that Schoharie County Planning and Development Agency is a publicly funded agency, performance tracking is a critical component of all marketing efforts. Schoharie County Planning and Development Agency, in collaboration with the Agency of Record, will need to demonstrate to the Schoharie County Board of Supervisors measurable results and ROI for all deliverables.

## **QUALIFICATIONS OF RESPONDENT**

Respondents must provide personnel who are experienced, possess the skills necessary for the work/services to be performed with respect to the goods and/or services to be furnished, capable of timely delivery of goods and/or services, and have the fiscal responsibility necessary to enable Respondent to perform the obligations of any contract entered into for such goods and/or services.

Respondent agrees to hold in strictest confidence any information and material which is related to Schoharie County Planning and Development Agency business or is proprietary and confidential in connection with the RFP. Respondent agrees not to make use of such information and material. Proprietary and confidential information includes, without limitation, information related to research, development, pricing, trade secrets, customer/partner lists or business affairs, policies and procedures. Respondents agree to

promptly return to Schoharie County Planning and Development Agency all copies of furnished documents related to this RFP after the RFP process is complete.

All costs incurred by any Respondent in the preparation of its response to this RFP shall be the sole responsibility of the Respondent and Schoharie County Planning and Development Agency shall have no liability whatsoever in this regard. Respondents are to submit a detailed proposal outlining how they would execute the Scope of Work noted in this document. Respondents are expected to convey their recommended approach clearly and concisely. All supporting documentation submitted with the proposal will become the property of Schoharie County Planning and Development Agency unless otherwise requested by Respondent at the time of submission.

#### **REQUIRED ELEMENTS OF PROPOSAL**

Please include the following information in your proposal:

- 1) Summary of qualifications relevant to representing Schoharie County Planning and Development Agency.
- 2) Credentials including a brief history of the firm and biographies of principles and staff who would be dedicated to the Schoharie County Planning and Development Agency account.
- 3) A complete list of capabilities, including those not specified by this RFP. Indicate which capabilities are performed internally and which are outsourced to sub-contractors and/or freelancers.
- 4) Description of experience in the Tourism industry and give examples of relevant work.
- 5) Hourly rates and fees (of all relevant personnel and services – including sub-contractors and/or freelancers) and an explanation of the billing policies, terms and accounting procedures as they will relate to Schoharie County Planning and Development Agency as a client. Also supply samples of invoices.
- 6) A sample contract typically used in representing clients.
- 7) Description of ability to handle the account and explain your agency's peak busy periods.
- 8) A complete list of past and current accounts, indicating length of each relationship with your agency and details of services you provided. List any past and current Tourism accounts separately.
- 9) References to include three clients that Respondent has served within the last three years.

## **AWARD OF CONTRACT**

Proposals for professional Respondent services will be evaluated on cost, experience and quality and effectiveness of deliverables. All RFP submissions will be reviewed by the County to determine compliance with the instructions and guidelines listed in this document.

Contract(s) will be awarded to the firm(s) whose proposal will be the most advantageous to Schoharie County Planning and Development Agency based on cost, experience, overall quality of service and proof of results.

Schoharie County Planning and Development Agency reserves the right to request any additional information in writing or orally from the Respondent to clarify the proposal.

Contracts will not necessarily be awarded to the Respondent with the lowest remuneration schedule, but rather to the Respondent who submits a proposal that best meets the requirements of this RFP and the overall needs of Schoharie County Planning and Development Agency.

Respondents may, at their cost, be required to attend one (1) pre-contract meeting.

## **COMPLIANCE WITH LAWS AND REGULATIONS**

All services must conform and be rendered in accordance with all applicable federal, state and local laws and regulations.

## **SUBMISSION INSTRUCTIONS**

To be considered, the proposal should respond to all requirements in the RFP. Additional, relevant information should be submitted as an appendix to the proposal. Proposals received after the deadline stated above will not be considered.

Questions regarding this RFP should be sent in writing to Alicia Terry via email at [aliciaterry@co.schoharie.ny.us](mailto:aliciaterry@co.schoharie.ny.us) no later than June 19, 2013.

All proposals should include a completed Proposal Cover Sheet and include a properly signed Certification of Non-collusion. (included in this RFP)

Please provide (1) electronic copy and (4) bound copies of your proposal by **4:00PM Monday, June 24, 2013**. Please send printed copies in a sealed envelope or box to:

Alicia A. Terry  
Director of Planning & Development  
276 Main Street  
PO Box 396  
Schoharie, NY 12157  
Phone: 518-295-8770  
Email: [aliciaterry@co.schoharie.ny.us](mailto:aliciaterry@co.schoharie.ny.us)

## **PROPOSAL COVER SHEET**

RFP Response for Schoharie County Planning & Development

Date: \_\_\_\_\_

To: Schoharie County Planning & Development  
Attention: Alicia A. Terry, Director  
276 Main Street  
PO Box 396  
Schoharie, NY 12157  
Phone: 518-295-8770  
Email: [aliciaterry@co.schoharie.ny.us](mailto:aliciaterry@co.schoharie.ny.us)

From: \_\_\_\_\_ (Respondent's Name)  
\_\_\_\_\_ (Address)  
\_\_\_\_\_ (City & State)  
\_\_\_\_\_ (Phone)  
\_\_\_\_\_ (Email)  
\_\_\_\_\_ (Web Address)

The undersigned, having carefully read and examined the Request for Proposal Documents, hereby agrees to the terms, conditions, and pricing set forth herein. In addition, the undersigned states that the price, terms, and conditions in this Agreement are firm and irrevocable for the term hereof.

\_\_\_\_\_  
Name of Respondent

\_\_\_\_\_  
Signature of Contracting Officer

## NON-COLLUSION BIDDING CERTIFICATION

By submission of this proposal, each Respondent and each person signing on behalf of the Respondent, and in the case of a joint proposal, each party thereto certifies as to its own organization under penalty of perjury, that to the best of his or her knowledge and belief;

1. The prices in this proposal have been arrived at independently without collusion, consultation, communication or agreement, for the purpose of restricting competition, as to any matter relating to such prices with any other contractor or with any competitor.
2. Unless otherwise required by law, the prices which have been quoted in this bid have not been knowingly disclosed by the Respondent and will not be knowingly disclosed by the Respondent prior to opening, directly or indirectly, to any other Respondent or to any other competitor, and
3. No attempt has been made or will be made by the Respondent to induce any other person, partnership or corporation to submit or not to submit a bid for the purpose of restricting competition.

Name of Respondent: \_\_\_\_\_

Signature of Respondent  
Or Representative: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_



**INSURANCE REQUIREMENTS**  
**INSURANCE AND SECURITY REQUIREMENTS:**

The Successful Respondent will be required to procure and maintain at its own expense, the following insurance coverage.

(a) **Worker's Compensation and Employer's Liability Insurance:** A policy or policies providing protection for Employees in the event of job related injuries.

(b) **General Liability Insurance:** A policy or policies or comprehensive all-risk insurance with limits of not less than.

Liability for:	Combined Single Limit
Property Damage	1,000,000
Bodily Injury	1,000,000
Personal Injury	1,000,000

(c) **Automobile Liability** with a Combined Single Limit of 1,000,000.

Each policy of insurance required shall be of form and content satisfactory to the Schoharie County Attorney.

(a) The County of Schoharie shall be named as an additional named insured.  
**Proposal Name must appear on policy.**

(b) The policy shall not be changed or cancelled until the expiration of thirty (30) days after written notice to the County of Schoharie. It shall be automatically renewed upon expiration and continued in force unless the County is given at least thirty (30) days written notice to the contrary.

No work shall be commenced under the contract until the Successful RESPONDENT has delivered to the Schoharie County Attorney or his/her designee proof of insurance of all policies of insurance required by the Contract to be procured by the Successful RESPONDENT. If at any time, any of said policies should expire or become unsatisfactory to the County, the Successful RESPONDENT shall promptly obtain a new policy and submit proof of insurance of the same to the County for approval. Upon failure of the Successful RESPONDENT to furnish, deliver and maintain such insurance as above provided, the contract may, at the election of the County be forthwith declared suspended, discontinued or terminated. Failure of the Successful RESPONDENT to procure and maintain any required insurance shall not relieve the Successful RESPONDENT from any liability under the contract, nor shall the insurance requirements be construed to conflict with the obligation of the Successful RESPONDENT concerning indemnification.

## INDEMNIFICATION REQUIREMENTS

The Respondent agrees, to the fullest extent permitted by law, to indemnify and hold Schoharie County harmless from any damage, liability or cost (including reasonable attorneys' fee and cost of defense) to the extent caused by the Respondent's negligent acts, errors or omissions in the performance of its services under this agreement and those of or anyone for whom the Respondent is legally liable.

The Respondent is not obligated to indemnify Schoharie County in any manner whatsoever for the County's own negligence

Statement acknowledging indemnification Requirements

Respondent hereby acknowledges and accepts with the indemnification requirements described herein.

\_\_\_\_\_  
Printed Name of Respondent

By: \_\_\_\_\_ (Signature)

